

PCC Insider – June 2019 Issue



NPF SUCCESSES

PCC OPENING SESSION – INDUSTRY TRENDS AFFECTING PCCS

Wow! What a great National Postal Forum (NPF)! With the number of attendees exceeding the previous year's number, it was readily apparent that our industry is becoming more energized and growth driven. The Postal Customer Council (PCC) Opening Session on Sunday was well received. New this year, the session offered insights on industry trends facing our PCC by industry members of the Postal Customer Council Advisory Committee (PCCAC).

Dina Kessler, Co-Chair of the Communications and Marketing Committee of the PCCAC, spoke about the trend of Digital Communication (including Direct Mail). She elaborated on best practices of digital communication and how PCCs can work with Social Media, and yet still are able to comply with US Postal Service (USPS) policies to remain relevant in this new era. Neal Fedderman, Co-Chair of Membership Growth and Recruitment, shared research regarding Workforce Demographics and informed the audience that there are two demographic groups worth having as part of your membership: Generation Z and Women Professional Groups such as WILDS (Women in Logistics and Delivery Services). Mark Fallon, PCCAC Member-at-Large, emphasized the need for PCCs to transform to newer approaches of networking versus current methods. Mark mentioned that it is imperative that PCCs actively maintain contact with its members using an *omni-channel* approach.

Glen Swyers, Co-Chair of the Education Program Committee, explained how education can be provided using a *modern learning* approach. Glen expanded on topics such as *gamification*, involving platforms such as *Kahoot!* and the opportunities of using distant learning as a platform to reach out to individuals who are unable to attend a workshop or event.

Cathy Rupard, PCCAC Industry Chairperson, provided the final trend on the engagement of employers and employees who have a *Social Mission*. Cathy shared examples of Postal approved organizations in which our PCCs can participate.

Cathy also emphasized that the *Operation Santa* social mission has special value. Additional information regarding the *Operation Santa* initiative, including a video on the program, can be found at <https://about.usps.com/holidaynews/operation-santa.htm>.



MEMBERSHIP PCC BOOTHS

Many thanks to all of you who made the PCC booths at NPF a huge Success!

This year's PCC Booth in the Exhibit Hall at NPF 2019 offered comprehensive information about the value of PCCs through games, fun quizzes, and prizes. PCC Advisory Committee (PCCAC) and PCC members from across the country staffed the booth. The team of volunteers even made available remote control car racing that added to the excitement and fun. Their efforts resulted in a record setting number of new members signing up to join a local PCC! After signing up at a NPF, the new member is connected to a PCC in their local area. A letter of introduction and the new members contact information were sent to the local PCC for follow-up.

On behalf of the entire PCCAC Membership Growth and Recruitment Committee, we would like to thank everyone who contributed and visited the booth. You made the difference!

We would also like to give a shout out to Michelle Smith and the entire **Central Indiana PCC** for being an excellent host, and for their superior efforts to showcase our PCC community strength! As well as a heartfelt thank you to the following who were instrumental in the success of the PCC Exhibit Hall Booth: Dina Kessler, Industry Co-Chair, PCCAC Communication and Marketing, COO Kessler Creative; Cathy Rupard, PCCAC National Industry Chair, and Operations, Manager, Midwest Mailing Service; Stan Fredrick, Midwest Mailing Services; Neal Fedderman, Industry Co-Chair, PCCAC Membership Growth and Recruitment Committee, Senior Manager, Mail Operations, CarMax Business Services; Allen Aven, PCCAC National Industry Vice-Chair, Vice President, Sales, G&C Direct Mail Marketing; the PCCAC Communication and Marketing Committee for planning and facilitating the PCC booth; and for all of those who donated their time in planning, setting up, and working either of the booths!







PCC MEMBERSHIP APPLICATION

PCCs define who a member is in various ways. To establish one standard, the *National PCC Program Office* is defining a member as one who has a completed [PCC Membership Application](#) on file with their PCC. The PCCAC Membership Committee has created a membership application that was recently sent out to all PCCs in a PCC Alert. The application was first used at the 2019 National Postal Forum. By having one standard method, all PCCs will be able to measure their membership growth the same way.

We are asking each PCC to have their members complete the application **by Friday, July 19, 2019** and keep them on file either electronically or hard-copy. That can be accomplished through emails, mail, and/or at meetings and events. **By Thursday, August 1, 2019**, we are requesting each PCC to send their membership total number to their respective HQ PCC Liaison:

Area	Name	Email Address
Capital Metro & Eastern	Katrina Raysor & Judy Caldwell	katrina.r.raysor@usps.gov or judith.r.caldwell@usps.gov
Great Lakes	Carter Anderson II	carter.s.anderson2@usps.gov
Northeast	Da Shiek Woodard	dashiek.f.woodard@usps.gov
Pacific	Lewis Johnson	lewis.l.johnson@usps.gov
Southern	Cathy Scocco	cathy.m.scocco@usps.gov
Western	Sharon Barger	sharon.a.barger@usps.gov

Knowing the total membership for each PCC will also help the National Office determine the total number of PCC members nationwide and use that number in our strategic planning activities. Moreover, we hope each PCC maintains their membership list in a spreadsheet because it will come in handy when we rollout the *National PCC Database*.

Many thanks for your ongoing assistance and full cooperation.

EDUCATION

EDUCATION IS KEY TO CONTINUING SUCCESS

Education is the one of the keys to hosting a successful *National PCC Week 2019* event. Never underestimate the value of educational content at your event. Content-rich educational material helps us all to be better informed and prepared for future tasks and challenges. Therefore, the importance of including good educational material in your events cannot be overstated.

Please review your agenda and make sure it includes a healthy balance of educational *nuggets*. The goal is to inform and educate attendees so that they in turn can spread the word and inform their fellow colleagues. Some practical examples of educational content are available on the National Postal Forum (NPF) workshop matrix, which can be found at <https://npf.org/>. In addition to Postal products and services, there are other insightful topics. Lean Six Sigma, as it relates to mail operations, is just one example. The Workshops-in-a-Box™ presentations located on *PostalPro* at <https://postalpro.usps.com/pcc> is another great list of interesting topics that you may find useful.

Use your National PCC Week event to reinforce the value of education. Remember, quality is far more important than quantity!



COMMUNICATION

LET'S CELEBRATE!

"There's a party goin' on right here. A celebration to last throughout the years. So, bring your good times, and your laughter too. We gonna celebrate your party with you." --Kool and the Gang

Get your motors running! **National PCC Week is September 23-27, 2019** and is right around the corner. It's never too soon to start planning to ensure your event will be successful. Good planning should include requesting a postal speaker in the new *BlueShare* site at <http://ca.blueshare.usps.gov/sites/igo/PostalCustomerCouncil/SitePages/Home.aspx>, securing your venue, preparing marketing materials, and creating your draft agenda so you can plan out the day. There is a great PCC Event Planning template created by the PCC Advisory Committee (PCCAC) Education Committee on *PostalPro* at <https://postalpro.usps.com/pcc>. The intent is to make your planning easier and guide you through the process. You can also find the [Marketing Toolbox](#) located on *PostalPro*. The Marketing Toolbox created by the PCCAC Communications and Marketing Committee contains a wide variety of marketing templates designed to help simplify marketing your PCC events.

National PCC Week is your opportunity to share information about all your achievements from the past year, network with customers, and to hear from Postmaster General and Chief Executive Officer Megan J. Brennan as she addresses the PCC community through an insightful video message she created just for PCCs!

Are you in need of industry speakers? If so, you may not have to look past your own PCC. Another suggestion that you may find useful is to add a team building exercise using a game like *Kahoot!* Or a table-by-table challenge such as *Minute to Win It!* Celebrate good times by presenting local awards to those that have served your PCC well. Now is a great time to start the conversation with your board and get everyone interested.

If you are in need of any assistance, please reach out to your HQ PCC liaisons for help. Just make sure you get started, the sooner, the better!

It's a celebration!



POLICY ADMINISTRATION

ECRP AND ID CHALLENGES



The National Postal Forum (NPF) was a great success in Indianapolis, Indiana. We celebrated the winners of the Employee Customer Recruitment Program (ECRP) and Informed Delivery (ID) Sign-up Challenges on May 8, 2019.

The **Employee Customer Recruitment Program** was created to bring new mailers and shippers to NPF. This is the fourth year of the program. Employees who were successful in recruiting five new customers to sign-up and attend NPF won a complimentary registration to attend the Forum. The goal of this recruitment program is to build upon the excellent relationships established with customers, and to further enhance the education and networking benefits of the Forum. This was a record breaking year with 271 customers recruited and 24 winners.

ECRP Winners:

- Annette Atkin, Business Alliances Manager (BAM) – Pacific Area (PA)
- Carmen Mayo, Field Account Representative (FAR) – PA
- Carol Pinto, BAM – Eastern Area (EA)
- Charles Walker Jr., Business Service Network (BSN) Representative – Great Lakes Area (GLA)
- Cynthia Moore, Business Alliances Specialist (BAS) – GLA
- Diane Young, Senior FAR – Western Area (WA)
- Erick Keskey, BAS – WA
- Harry Campbell, FAR – GLA
- Jesus Barona, BAM – Capital Metro (CMA)
- Kim Krzywicki, BAM – EA
- Lisa Abbott, FAR Team Lead – GLA
- Lori Hall, FAR – EA
- Marilyn Hartlieb, Senior FAR – GLA
- Marlene Perez, Senior FAR – WA
- Nancy Cantner, BSN – EA
- Peggy Osborne, BAM – GLA
- Ramela Younekian, District Marketing Manager – PA
- Robert Sevel, Field Sales Representative – EA
- Roxana Vega, BSN – Northeast Area
- Sarah Stiles, Business Mail Entry Manager – PA
- Shannon Peterson, BSN – PA
- Sharon Bayly, BSN – CMA
- Stefanie Tintera, FAR – GLA
- Toni Higgins, Customer Relations Coordinator – PA

The **Informed Delivery Sign-Up Challenge** was developed to increase the number of customers enrolled in Informed Delivery. It involved all USPS sales organization employees to engage with their customers and educate them on the value of ID. At the completion of this Challenge, National Field Sales team members had registered 20,864 new ID customers. The top three individuals won a full registration to NPF 2019.

ID Sign-Up Challenge Winners:

- Ted Ross III, Senior FSR. – Southern Area
- Sylvia Allen-Hoover, Senior Sales Executive – GLA
- Deana Carr, Senior FSR – GLA

Let's give a big cheer for our winners for their hard work and dedication to enhancing customer relations and education, as well as the overall growth of the mailing/shipping industry.



We look forward to another successful National Postal Forum in Orlando, Florida: April 26 – 29, 2020.

See you there!



ACADEMIC OUTREACH UPDATE THE DIRECT EFFECT

This year's *PCC Opening Session* at the National Postal Forum was insightful. It was a time when we got to hear updates as well as share what has been accomplished over the last year. Outreach to the academic community, for example, has been an amazing journey. We have engaged several schools, introduced a name for this initiative, and listened to guest speakers share their stories.

Thanks in large part to the support from the PCCs, as of spring 2019, the Direct Effect curriculum content has been taught in 15 courses at seven different schools! Every educator that we've had the opportunity to speak with have enthusiastically embraced the content that teaches direct mail as part of an integrated campaign. And that number is projected to rise to over 34 courses at 22 different colleges in the fall!

As mentioned above, the efforts tied to integrating direct mail into college level curriculum will be referred to as "Direct Effect". This name was derived from the direct effect mail has on a campaign, the direct effect we hope to have on students, and the direct effect college graduates' knowledge and use of mail will have on the industry and community.

The name Direct Effect was born during a new outreach approach this past year: the Direct Effect Innovation Challenge. The *Direct Effect Innovation Challenge (DEIC)* was a one-day experience that brought together teams of local college students to design and develop integrated marketing strategies in response to real-life business cases from local businesses and community organizations. This one-day challenge was held in Wilkes-Barre, PA and included students from nine area colleges. Students were given an overview of mail and its role in a modern *omni-channel* marketing landscape, then grouped into teams where they used the tools provided and developed live client pitches for two local community organizations. The teams were required to use a minimum of three channels, and one had to be direct mail. The clients selected and announced the winning pitch at the end of the day. Watch a quick clip that was shared at NPF from our first-ever Direct Effect Innovation Challenge: <https://postalpro.usps.com/academic-outreach/innovation-challenge-video>.

The event was an enormous success and three students from the winning teams were able to join us at NPF. What's more is that the relationship didn't end there – students have been invited back to work on developing the campaigns with the clients as a live case study this summer. This effort has led to even more new relationships. Contacts were made with professors and department chairs at the 13 invited schools and we have begun to build relationships with those schools and encourage them to adopt our curriculum content. Ten of the 13 schools who were invited have already committed to including content this fall and the other three are currently evaluating the content.

Additional excitement ensued at NPF when your colleague Alicia Rauckhorst, Marketing Manager at Northern Ohio District, and Jacob Farrar, Director of The Taylor Institute for Direct Marketing at the University of Akron, joined Vicki Stephen on stage. The University of Akron has integrated the materials into a number of courses already, and Jacob shared how one student was so inspired by the content that he developed an Every Door Direct Mail (EDDM) campaign

for the company with whom he is interning. Alicia, who took part in the outreach, has continued to generate local interest and is in pursuit of four more schools, a number of whom have already agreed to use the curriculum.

Does this excite you? If so, we are developing a *PCC Direct Effect Handbook* for direct mail advocates who want to help and bring this program to colleges in their local community. If you want to join, stay tuned for its launch this summer. Let us know if you have any great new leads or need support – by emailing us at: DirectEffect@usps.gov. Let's continue to plant the seeds that will produce an ever-growing mailing industry of tomorrow!



PCC SUCCESS STORIES

CAP METRO AREA

A ROUND OF GOLF TEED UP WITH INFORMED DELIVERY

Mailing Industry Professionals and US Postal Service (USPS) Executives gathered Thursday, April 25 at River Falls Plantation Golf for the Upstate PCC of Greater South Carolina's (UPCC) annual golf tournament.

Members, guests and volunteers enjoyed a biscuit breakfast, range balls, 18 holes of golf followed by a BBQ lunch, awards and an *Informed Delivery* presentation by Business Development Specialist, Beverly Roberts.

As a result, Postmasters and Mailing Industry Executives signed up for *Informed Delivery* and discussed innovative ways to use *Informed Delivery* in their own marketing campaigns. UPCC's Executive Board member, Donnie Major, said he enjoyed the exchange of ideas, networking, sharing knowledge, and raising funds for the UPCC. Activities like the golf tournament enables the PCC to provide workshops and seminars to business mailing communities in Anderson, Greenville, Oconee, Pickens, and Spartanburg counties in upstate South Carolina.

Sponsors included: Pitney Bowes, [Carolina Foothills Federal Credit Union](#), NCP, [Major Business Machines](#) and SourceLink.



Rando Strickland USPS, Keith Williams Commercial Metals Company, Walt Rowland USPS, and Gus Agosto USPS took First Place for the Upstate PCC's Golf Tournament on April 25!

EASTERN AREA SPRING EVENTS



The Greater Philadelphia Postal Customer Council (PCC) and the South Jersey PCC collaboratively held a Mini Postal Forum on May 21, 2019 at the River Winds Restaurant in West Deptford, NJ.

The keynote speaker was Kevin McAdams, Vice President, Delivery and Retail Operations, from the US Postal Service (USPS). He presented his National Postal Forum presentation that featured *On the Road to Growth: First and Last Mile Paves the Way*. Rose Bolha (Postal Headquarters), Paul Delsignore (USPS Sales), and Rick Cairo (USPS Sales) also gave presentations on *Informed Visibility*.

The event also included guest industry speaker, Lloyd Bashkin, who presented information on *The Psychology of Buyer Behavior* as it related to the USPS.

The beautiful setting contributed to the success of this event; many customers who attended stated the venue was outstanding. Overall, this was a very successful joint Mini Postal Forum.



The Harrisburg Capital Area Postal Customer Council (HCA PCC) held its annual spring event at the Harrisburg Processing & Distribution Center on Thursday, April 25, 2019. The *Tradition Meets Technology* event focused on how the USPS is using technology to increase engagement with mail, improve service, maintain stable costs, and ensure that mail is relevant in the future.

HCA PCC Webmaster, Linda McMillan, created a new event website www.harrisburgpcc.org that facilitated the registration process. The event consisted of refreshments and a catered breakfast, a tour of the facility, entertaining videos about the U.S. Postal Service (USPS), and three workshops on Informed Delivery, Seamless Simplified, and Shipping Solutions.

Informed Delivery was presented by USPS District Marketing Manager Ken "Moose" McMillan, USPS Marketing Specialist Colleen Minnick, and Print and Mailing Services Manager of Dauphin County Library System, Rich Hoffner. Rich provided a demonstration on the steps involved in creating a campaign online.

Seamless Simplified was hosted by USPS Business Mail Entry Manager Barry Gilbert. The theme for his presentation was *Taking the Mystery Out of Seamless Acceptance* that included the evolution of USPS verification of mailing.

Shipping Solutions was presented by USPS District Sales Manager Ira Roemer, USPS Sales Executive Stacey Schell, and USPS Senior Field Sales Representative Eric Bittmann. The session provided a customized presentation and brief roundtable discussion with the audience to target their specific needs.

The day concluded with closing remarks by PCC Postal Co-Chair Doug French- and the District Marketing Manager Ken "Moose" McMillan. Surveys were distributed to the attendees, and the feedback compiled was very positive.

Overall the day was very successful, the HCA PCC welcomed an additional eight (8) new members to their council from very diverse commercial backgrounds, and their team signed up 11 new customers with Informed Delivery.

GREAT LAKES AREA
RECOGNITION SPURS GROWTH

Recently, the Chicago Postal Customer Council (CPCC) hosted our first Annual *FREE* Mail Service Professional Recognition Breakfast.

We invited all the mailers in the Chicago Area and 70 different business mailers came to this two-hour full hot breakfast event. Along with the breakfast, the CPCC gave the attendees a gift bag with a cell phone holder for their desks and a small spiral notebook with a pen. All the items had the CPCC logo and website address.

We also printed on the notebook the CPCC's goal which is, *Teaching Mailers How to Optimize the Post Office to Save Money*.

All attendees were formally introduced, including everyone on the CPCC Board, the Chicago Postmaster, and all of the USPS that work diligently alongside the CPCC. As a result of this special recognition breakfast, we now have three new Executive Board members that are helping us move forward with our mission.

One of our goals moving forward is to continue reaching out to all of the mailers in the Chicago area (especially those in the downtown) and let them know that we are here to help them be successful with all of their mailing endeavors.

Our next Annual *FREE* Mail Service Professional Recognition Breakfast is scheduled for November 7, 2019.



NORTHEAST AREA

MARCH MANIA

On March 22, the Capital Region Postal Customer Council (CRPCC) held their annual March Mania event at The Desmond in Albany, New York. March Mania is designed to tap into the March Madness college basketball tournament season enthusiasm while providing their own PCC/Postal version. A round table format of both Industry and US Postal service experts created an exhilarating afternoon of questions and answers. All this packed into 15 minute segments until the referee blows the whistle to move to the next table. Roundtable subjects included Mailing and Shipping Solutions, EDDM, 2019 Sales Promotions, Mail Piece Design, and Business Customer Gateway. All attendees enjoyed delicious food, prizes and a chock full goodie bag. At the end of the day, the CRPCC were the winners, scoring six new members!



PACIFIC AREA **DYNAMIC DUOS**

PCC and NPF

PCC and National Postal Forum (NPF) really go hand-in-hand. Sierra Coastal PCC Postal Co-Chair, Industry Co-Chair and Secretary attended the NPF this year. Due to the strong relationship the PCC creates with our customers, we were able to successfully register 17 new industry attendees. We also had customers attend who have attended in years past, as they saw the value of the NPF in previous years.

Here is what two of our first-time attendees had to say, "I absolutely enjoyed going to NPF this year. Being there was an amazing experience. Just a few days at the forum can impact your operation for years to come. My company, customers, and staff will greatly benefit from my having attended the conference. The workshops, sessions, networking and opportunities to refresh, learn, engage and benchmark with experts and professionals in my industry was very valuable. Special thanks to Ramela and her USPS regional team who personally invited and engaged with me throughout the conference from registration, accommodations, networking, special events, and scheduling."

Christopher Henderson, Manager, Mail Services
NBC Universal (Universal City, CA) & DreamWorks Animation Studio (Glendale, CA)

"My first NPF will forever be memorable. The wealth of knowledge you acquire through classes and people is unlike any other experience. The NPF brings people together from all over the US to teach, learn, mentor, and build an even stronger postal force. I leave this conference impressed and empowered by the many dynamic speakers and spectacular group of individuals that make this forum available to us all. Thank you and see you next year."

Martha Avila
City of Pasadena



Left to Right: Ramela Younekian - Marketing Manager USPS,
Martha Avila, City of Pasadena - Shannon Peterson - Business Service Network USPS.

It was a great experience to attend NPF, and further strengthen the relationship we have with our PCC members. We brought back great feedback regarding educational topics our customers would like us to cover in future PCC events. We plan on bringing many more first-timers as well as customers who have attended in prior years. The NPF and PCC are a dynamic duo, indeed.

How PCC Benefits USPS and the Mailing Industry

As board members of the Sierra Coastal Postal Customer Council (SCPCC), Jill and Stephanie Mellady recognize the value of partnerships between mail houses and the USPS. This mother-daughter duo serves as CEO and Director of Business Development, respectively, at Mellady Direct Marketing, a printing and mailing company located in Santa Clarita, CA.

A connection was established at a PCC event that led to an opportunity to strengthen the industry-USPS partnership. Several USPS sales professionals visited Mellady Direct Marketing to take a tour of their printing and mailing facility and to learn how mailing companies do business and to gain a more well-rounded understanding of the mail creation process.

The team of USPS sales professionals left with fresh insight and more concrete information to share with business representatives. Through the discussions and connections built, the USPS sales professionals have been armed with more tools to qualify potential clients and remove barriers from the sales process. This has led to increased sales and a mutually beneficial relationship between the industry and the USPS, all because of the PCC!

SOUTHERN AREA

ONLINE SELLING BEGINNERS WORKSHOP



On February 12, the Middle Georgia Postal Customer Council (MGPPCC) kicked off 2019 with a free eBay and Online Selling Beginners Workshop.

Genia Parker, Postmaster and Postal Co-Chair, began the workshop with educating the customers of the benefits of PCC membership. Inspirational Entrepreneur Danna Crawford, aka *The Power Selling Mom*, was the guest keynote speaker.

Danna shared information regarding her online selling experiences with local business owners, and how she became a successful Top Rated Seller and certified eBay instructor. She also incorporated US Postal Service (USPS) shipping methods in her presentation, providing customers with the current USPS Postal rates and most cost effective methods for shipping their goods and growing their business.

Melissa McEachern, MGPPCC Coordinator, closed the event by thanking all for attending and she invited them to attend the next MGPPCC event. Each attendee was provided a copy of the GPCC 2019 Calendar of Events for future reference.

With 30 local business customers in attendance, this innovative event proved to be very successful for the MGPPCC.



WESTERN AREA UTAH PCC LUNCH AND LEARNS PROVE EFFECTIVE



In an effort to accommodate all of our members, provide new information on US Postal Service (USPS) products and services, and boost membership, the Utah PCC hosted a few *Lunch and Learn* events. March's event focused on Informed Delivery and how to set up a ride-along campaign through the Business Customer Gateway.

Joe Zane, Salt Lake City District Customer Relations Coordinator, welcomed everyone and reviewed the schedule. Sara Vining, District Sales Manager (USPS HQ), and Brandon Oliver, Senior Sales Executive Mailing, reviewed the process for creating Informed Delivery campaigns and best practices, including relevant industry examples. They emphasized the simplicity of the process and the value it adds to direct mail at no added cost. Some of the highlights included:

- Business Customer Gateway walkthrough
- How to add pictures and a URL for the ride along campaign
- How to access and read the reporting for the campaign
- Where to get help
- 2019 Promotions Calendar
- Q&A
- Table discussions and networking

There were 20 attendees who marveled at the uncomplicatedness of becoming an Informed Delivery *ride-along user*, and how it added the extra punch to their advertising efforts. Several also signed up to receive Informed Delivery notifications of their personal mail.



NOTICES

PCCAC UPCOMING CAFES

- July – Wednesday, July 10 at 2:00 pm ET – Membership Café

UPCOMING PCC BOOT CAMP REFRESH

- Manchester, NH – Wednesday, July 10, 2019
- Orlando, FL – Thursday, August 8, 2019
- Minneapolis, MN – Thursday, August 15, 2019
- Edison, NJ – Tuesday, August 20, 2019
- New Orleans, LA – Thursday, October 17, 2019
- Cleveland, OH – Thursday, October 17, 2019
- Roanoke, VA – Thursday, October 24, 2019
- Providence, RI – Wednesday, November 13, 2019
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Right to left, Reece Steelman, Postmaster Portland, OR and GPCC Postal Co-Chair, Debbie Persico, Western Area Marketing Mgr., Sharon Barger, Western Area HQ Liaison, Lewis Johnson, HQ PCC Program Manager, Dina Kessler, Industry Co-Chair PCCAC Communication and Marketing, and CEO Kessler Creatives, Debbie Stoops, Mgr. Small Business Development And Mail Acceptance, and Western Area Liaison, Arnetta Wilson, Manager, Customer Outreach and PCCAC National Postal Vice Chair.

The Greater Portland PCC (GPPCC) along with Portland District USPS leadership hosted Boot Camp 2.0 at the Portland Processing & Distribution Center on November 8 of last year. Besides Portland District employees and GPPCC members, the 81 attendees included guests from around the country.

While learning how to grow membership within the established guidelines of the Postal Service, attendees also networked, shared best practices, and discovered resources that would help make their PCCs thrive. Some members were surprised at the tremendous infrastructure that's in place to support and sustain their PCC. It was great to hear their take-a-ways at the end of the workshop.

The GPPCC had an opportunity to continue our mentorship of other PCCs through this event. The boot camp branding graphics created by our PCC was later adopted by the National PCC Program Office and used for *PCC Boot Camp Refresh* for 2019.

Thank you and Congratulations Greater Portland on a GREAT Job!

PCC LEADERSHIP AWARDS CELEBRATION

- **Date:** Tuesday, July 30, 2019
- **Location:** United State Postal Service HQ, Washington, DC



NATIONAL PCC WEEK 2019

- **Date:** Sept. 23 – 27, 2019
- **Theme:** Growth Driven – Fueling Your Mailing and Shipping Success
- Start planning early

PCC HQ Liaisons:

- Capital Metro [Katrina Raysor](#) or [A/Judith Caldwell](#)
- Eastern Area [A/Katrina Raysor](#)
- Great Lakes [Carter S. Anderson](#)
- Northeast [Da Shiek Woodard](#)
- Pacific [Lewis Johnson](#)
- Southern [Cathy Scocco](#)
- Western [Sharon Barger](#)

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